

MUSIC PLAZA - A COMPANY ANALYSIS

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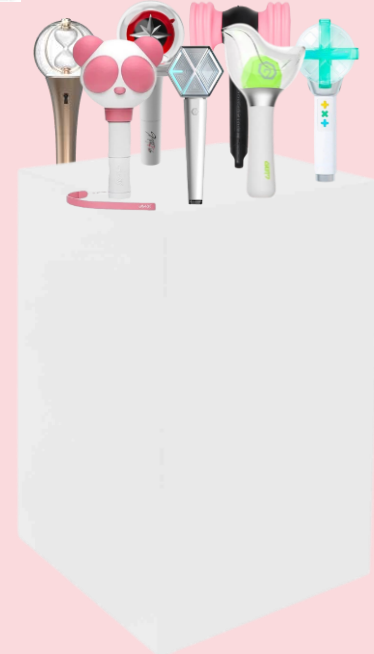
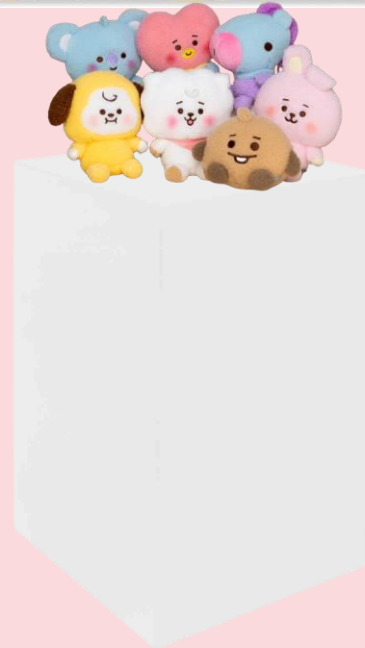


Music Plaza is a music merchandising company. It was founded around 1991.



The company is based in Los Angeles, California and it operates as a physical store in Koreatown Plaza and an online store.





It sells CDs, DVDs, albums, accessories, and posters. Focused on genres of Korean music (pop, contemporary, traditional, classical), it also sells official merchandise such as light sticks, posters, and figures.

ENHYPEN – ORANGE BLOOD

Experience Characteristics



Search Characteristics



Let's take a look!

ENHYPEN – DARK BLOOD

Experience Characteristics



Search Characteristics



Let's take a look!

My hands are full now! I
shall stop shopping.



잠깐만요! I can't possibly let you
pay for all that...





Oh Ni-Ki, you really don't have to!



Please, I insist.





Thank you so much!



The pleasure is mine.



OVERALL ENHANCED CUSTOMER VALUE

Buyers can accurately assess products during the search stage due to Music Plaza's transparency. Customer value is created through guarantees of the availability of each version (variety and choice), the appearance of the album (shape, color, style), and all the inclusive items (quantity, appearances, functions).

